



Market Profile

907 Tradewinds Blvd, Midland, Texas, 79706 2
 907 Tradewinds Blvd, Midland, Texas, 79706
 Rings: 1, 2, 3 mile radii

Dub House, MAI, CCIM
 Latitude: 31.98875
 Longitude: -102.15887

	1 mile	2 miles	3 miles
Population Summary			
2010 Total Population	3,897	23,660	51,457
2020 Total Population	8,062	29,597	59,293
2020 Group Quarters	44	263	376
2023 Total Population	8,517	30,864	62,443
2023 Group Quarters	37	255	378
2028 Total Population	9,596	32,717	65,083
2023-2028 Annual Rate	2.41%	1.17%	0.83%
2023 Total Daytime Population	7,196	24,842	55,318
Workers	3,558	11,263	27,403
Residents	3,638	13,579	27,915
Household Summary			
2010 Households	1,489	9,165	19,951
2010 Average Household Size	2.59	2.54	2.56
2020 Total Households	2,764	10,892	22,040
2020 Average Household Size	2.90	2.69	2.67
2023 Total Households	2,891	11,346	23,170
2023 Average Household Size	2.93	2.70	2.68
2028 Total Households	3,284	12,092	24,303
2028 Average Household Size	2.91	2.68	2.66
2023-2028 Annual Rate	2.58%	1.28%	0.96%
2010 Families	1,014	6,146	13,572
2010 Average Family Size	3.17	3.12	3.12
2023 Families	1,912	7,380	15,302
2023 Average Family Size	3.69	3.40	3.34
2028 Families	2,157	7,853	16,028
2028 Average Family Size	3.67	3.38	3.32
2023-2028 Annual Rate	2.44%	1.25%	0.93%
Housing Unit Summary			
2000 Housing Units	1,385	8,730	19,261
Owner Occupied Housing Units	56.8%	56.0%	55.6%
Renter Occupied Housing Units	30.2%	33.2%	32.3%
Vacant Housing Units	13.1%	10.7%	12.1%
2010 Housing Units	1,555	9,668	21,274
Owner Occupied Housing Units	64.8%	61.2%	60.4%
Renter Occupied Housing Units	30.9%	33.6%	33.4%
Vacant Housing Units	4.2%	5.2%	6.2%
2020 Housing Units	2,991	12,406	25,392
Vacant Housing Units	7.6%	12.2%	13.2%
2023 Housing Units	3,231	12,983	26,824
Owner Occupied Housing Units	66.2%	56.9%	58.0%
Renter Occupied Housing Units	23.3%	30.5%	28.4%
Vacant Housing Units	10.5%	12.6%	13.6%
2028 Housing Units	3,683	13,871	28,210
Owner Occupied Housing Units	66.1%	57.6%	58.4%
Renter Occupied Housing Units	23.0%	29.5%	27.8%
Vacant Housing Units	10.8%	12.8%	13.8%
Median Household Income			
2023	\$106,037	\$87,771	\$87,342
2028	\$111,344	\$100,358	\$98,545
Median Home Value			
2023	\$277,007	\$254,205	\$267,478
2028	\$302,951	\$281,143	\$293,324
Per Capita Income			
2023	\$44,968	\$42,083	\$42,729
2028	\$49,412	\$47,375	\$47,988
Median Age			
2010	31.8	32.5	32.4
2023	35.1	35.2	35.1
2028	36.0	36.0	36.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Households by Income			
Household Income Base	2,891	11,346	23,170
<\$15,000	3.1%	7.6%	7.9%
\$15,000 - \$24,999	1.8%	3.8%	3.4%
\$25,000 - \$34,999	4.7%	6.5%	5.6%
\$35,000 - \$49,999	5.9%	8.9%	9.6%
\$50,000 - \$74,999	11.9%	15.8%	16.1%
\$75,000 - \$99,999	16.7%	12.9%	13.1%
\$100,000 - \$149,999	29.9%	21.8%	20.7%
\$150,000 - \$199,999	16.2%	13.5%	12.8%
\$200,000+	9.8%	9.3%	10.7%
Average Household Income	\$127,876	\$113,377	\$116,158
2028 Households by Income			
Household Income Base	3,284	12,092	24,303
<\$15,000	2.5%	6.4%	6.8%
\$15,000 - \$24,999	1.3%	2.9%	2.6%
\$25,000 - \$34,999	3.5%	5.1%	4.6%
\$35,000 - \$49,999	4.9%	7.6%	8.3%
\$50,000 - \$74,999	10.9%	15.0%	15.3%
\$75,000 - \$99,999	16.3%	12.8%	13.1%
\$100,000 - \$149,999	31.2%	23.7%	22.2%
\$150,000 - \$199,999	19.0%	16.3%	15.4%
\$200,000+	10.4%	10.3%	11.8%
Average Household Income	\$139,611	\$126,921	\$129,581
2023 Owner Occupied Housing Units by Value			
Total	2,139	7,386	15,556
<\$50,000	1.4%	2.3%	2.5%
\$50,000 - \$99,999	0.6%	1.2%	1.5%
\$100,000 - \$149,999	1.4%	3.1%	3.0%
\$150,000 - \$199,999	11.7%	12.7%	12.1%
\$200,000 - \$249,999	23.9%	28.9%	23.7%
\$250,000 - \$299,999	20.4%	20.9%	20.3%
\$300,000 - \$399,999	28.0%	18.6%	19.6%
\$400,000 - \$499,999	5.8%	4.9%	7.8%
\$500,000 - \$749,999	6.4%	7.0%	8.8%
\$750,000 - \$999,999	0.2%	0.2%	0.5%
\$1,000,000 - \$1,499,999	0.3%	0.2%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$302,267	\$285,109	\$300,063
2028 Owner Occupied Housing Units by Value			
Total	2,436	7,995	16,467
<\$50,000	0.1%	0.4%	0.3%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.1%	0.2%	0.2%
\$150,000 - \$199,999	4.2%	6.2%	5.3%
\$200,000 - \$249,999	22.9%	27.7%	23.3%
\$250,000 - \$299,999	21.6%	24.9%	24.0%
\$300,000 - \$399,999	36.9%	25.3%	25.7%
\$400,000 - \$499,999	7.5%	6.5%	10.3%
\$500,000 - \$749,999	6.1%	8.3%	10.2%
\$750,000 - \$999,999	0.2%	0.2%	0.5%
\$1,000,000 - \$1,499,999	0.5%	0.3%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$326,436	\$317,201	\$333,881

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Age			
Total	3,896	23,659	51,456
0 - 4	8.8%	8.5%	8.4%
5 - 9	7.8%	7.4%	7.4%
10 - 14	8.0%	7.2%	7.2%
15 - 24	13.9%	14.3%	14.6%
25 - 34	16.6%	16.3%	16.2%
35 - 44	13.0%	12.3%	12.2%
45 - 54	13.8%	12.9%	13.5%
55 - 64	10.1%	9.7%	10.1%
65 - 74	4.6%	5.0%	4.9%
75 - 84	2.6%	4.2%	3.9%
85 +	0.8%	2.2%	1.5%
18 +	71.4%	72.9%	72.7%
2023 Population by Age			
Total	8,519	30,866	62,441
0 - 4	7.3%	7.2%	7.2%
5 - 9	7.5%	7.4%	7.3%
10 - 14	7.5%	7.2%	7.2%
15 - 24	12.9%	12.6%	12.9%
25 - 34	14.6%	15.3%	15.2%
35 - 44	14.2%	14.4%	14.1%
45 - 54	11.2%	10.7%	10.8%
55 - 64	11.5%	11.0%	11.3%
65 - 74	8.7%	8.3%	8.5%
75 - 84	3.5%	3.9%	3.9%
85 +	1.0%	1.9%	1.6%
18 +	73.7%	74.4%	74.5%
2028 Population by Age			
Total	9,596	32,717	65,083
0 - 4	7.3%	7.3%	7.2%
5 - 9	7.3%	7.2%	7.1%
10 - 14	7.4%	7.3%	7.2%
15 - 24	12.8%	12.8%	12.9%
25 - 34	13.7%	14.0%	14.1%
35 - 44	14.3%	14.9%	14.5%
45 - 54	11.9%	11.4%	11.5%
55 - 64	10.1%	9.5%	9.8%
65 - 74	9.4%	8.9%	9.2%
75 - 84	4.6%	4.7%	4.7%
85 +	1.1%	2.1%	1.8%
18 +	73.9%	74.3%	74.5%
2010 Population by Sex			
Males	1,913	11,558	25,230
Females	1,984	12,103	26,227
2023 Population by Sex			
Males	4,245	15,303	30,948
Females	4,272	15,561	31,495
2028 Population by Sex			
Males	4,776	16,196	32,229
Females	4,820	16,521	32,854

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2010 Population by Race/Ethnicity			
Total	3,898	23,661	51,457
White Alone	83.7%	80.2%	78.9%
Black Alone	4.4%	5.3%	5.0%
American Indian Alone	0.6%	0.6%	0.7%
Asian Alone	1.4%	1.6%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.1%	9.6%	10.9%
Two or More Races	2.8%	2.7%	2.7%
Hispanic Origin	32.8%	33.5%	33.6%
Diversity Index	60.3	63.6	64.7
2020 Population by Race/Ethnicity			
Total	8,062	29,597	59,293
White Alone	58.8%	59.2%	60.4%
Black Alone	6.5%	6.7%	6.1%
American Indian Alone	0.9%	0.8%	0.9%
Asian Alone	4.5%	4.7%	4.1%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	10.8%	10.2%	11.0%
Two or More Races	18.4%	18.2%	17.4%
Hispanic Origin	38.6%	38.4%	38.4%
Diversity Index	79.1	78.9	78.2
2023 Population by Race/Ethnicity			
Total	8,517	30,865	62,443
White Alone	56.7%	57.2%	58.7%
Black Alone	7.0%	7.2%	6.5%
American Indian Alone	0.9%	0.9%	0.9%
Asian Alone	4.8%	5.1%	4.4%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	11.3%	10.6%	11.3%
Two or More Races	19.1%	18.9%	18.0%
Hispanic Origin	40.2%	39.8%	39.5%
Diversity Index	80.4	80.1	79.3
2028 Population by Race/Ethnicity			
Total	9,595	32,716	65,083
White Alone	53.9%	54.5%	56.1%
Black Alone	7.5%	7.7%	6.9%
American Indian Alone	1.0%	0.9%	0.9%
Asian Alone	5.4%	5.7%	5.0%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	12.0%	11.2%	11.9%
Two or More Races	20.0%	19.8%	18.9%
Hispanic Origin	41.4%	40.9%	40.6%
Diversity Index	81.8	81.5	80.7
2010 Population by Relationship and Household Type			
Total	3,897	23,661	51,456
In Households	99.0%	98.5%	99.1%
In Family Households	84.7%	83.5%	84.4%
Householder	26.2%	25.9%	26.2%
Spouse	19.2%	19.1%	19.4%
Child	34.1%	32.6%	33.1%
Other relative	3.1%	3.5%	3.5%
Nonrelative	2.1%	2.4%	2.2%
In Nonfamily Households	14.3%	15.0%	14.7%
In Group Quarters	1.0%	1.5%	0.9%
Institutionalized Population	0.8%	0.4%	0.3%
Noninstitutionalized Population	0.2%	1.1%	0.5%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2023 Population 25+ by Educational Attainment			
Total	5,517	20,219	40,859
Less than 9th Grade	2.7%	6.8%	5.5%
9th - 12th Grade, No Diploma	4.8%	5.4%	5.6%
High School Graduate	16.5%	19.8%	20.5%
GED/Alternative Credential	6.2%	7.0%	7.2%
Some College, No Degree	19.8%	19.9%	19.8%
Associate Degree	11.6%	9.6%	10.2%
Bachelor's Degree	28.9%	23.3%	22.6%
Graduate/Professional Degree	9.4%	8.3%	8.8%
2023 Population 15+ by Marital Status			
Total	6,616	24,112	48,909
Never Married	22.2%	26.8%	27.7%
Married	64.8%	58.0%	58.9%
Widowed	1.8%	4.5%	4.1%
Divorced	11.2%	10.7%	9.3%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,054	17,887	35,804
Population 16+ Employed	98.5%	98.4%	98.2%
Population 16+ Unemployment rate	1.5%	1.6%	1.8%
Population 16-24 Employed	13.8%	14.7%	14.7%
Population 16-24 Unemployment rate	4.8%	4.8%	4.6%
Population 25-54 Employed	63.9%	62.8%	62.3%
Population 25-54 Unemployment rate	1.0%	1.2%	1.5%
Population 55-64 Employed	14.9%	14.8%	15.2%
Population 55-64 Unemployment rate	0.8%	0.8%	0.7%
Population 65+ Employed	7.4%	7.7%	7.8%
Population 65+ Unemployment rate	0.3%	0.1%	0.5%
2023 Employed Population 16+ by Industry			
Total	4,979	17,598	35,163
Agriculture/Mining	18.7%	13.2%	12.6%
Construction	10.3%	7.4%	7.2%
Manufacturing	3.9%	5.8%	6.4%
Wholesale Trade	3.2%	2.4%	2.3%
Retail Trade	8.3%	12.4%	13.5%
Transportation/Utilities	6.4%	6.0%	6.0%
Information	0.4%	0.2%	0.5%
Finance/Insurance/Real Estate	6.0%	6.3%	5.6%
Services	40.3%	43.9%	43.4%
Public Administration	2.6%	2.5%	2.6%
2023 Employed Population 16+ by Occupation			
Total	4,981	17,599	35,163
White Collar	66.3%	60.2%	61.2%
Management/Business/Financial	19.1%	18.2%	19.3%
Professional	28.3%	20.5%	20.7%
Sales	8.9%	11.0%	11.9%
Administrative Support	9.9%	10.5%	9.3%
Services	10.2%	13.5%	12.2%
Blue Collar	23.6%	26.3%	26.6%
Farming/Forestry/Fishing	0.1%	0.2%	0.1%
Construction/Extraction	8.4%	7.5%	8.3%
Installation/Maintenance/Repair	5.0%	3.7%	4.3%
Production	2.4%	5.0%	5.1%
Transportation/Material Moving	7.8%	9.9%	8.8%

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2010 Households by Type			
Total	1,489	9,166	19,951
Households with 1 Person	27.2%	27.8%	26.6%
Households with 2+ People	72.8%	72.2%	73.4%
Family Households	68.1%	67.1%	68.0%
Husband-wife Families	49.9%	49.4%	50.5%
With Related Children	26.0%	24.6%	25.0%
Other Family (No Spouse Present)	18.2%	17.6%	17.5%
Other Family with Male Householder	5.1%	5.1%	4.8%
With Related Children	3.6%	3.4%	3.1%
Other Family with Female Householder	13.1%	12.5%	12.7%
With Related Children	9.4%	8.9%	9.2%
Nonfamily Households	4.7%	5.2%	5.4%
All Households with Children	39.4%	37.4%	37.8%
Multigenerational Households	3.8%	4.0%	4.2%
Unmarried Partner Households	6.2%	6.5%	6.6%
Male-female	5.7%	5.9%	5.9%
Same-sex	0.5%	0.6%	0.7%
2010 Households by Size			
Total	1,488	9,165	19,951
1 Person Household	27.2%	27.8%	26.6%
2 Person Household	30.0%	30.9%	31.6%
3 Person Household	16.9%	16.4%	16.7%
4 Person Household	15.1%	14.1%	14.2%
5 Person Household	7.2%	6.9%	6.9%
6 Person Household	2.4%	2.4%	2.5%
7 + Person Household	1.3%	1.4%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	1,489	9,166	19,951
Owner Occupied	67.7%	64.5%	64.4%
Owned with a Mortgage/Loan	47.3%	44.9%	44.0%
Owned Free and Clear	20.3%	19.6%	20.5%
Renter Occupied	32.3%	35.5%	35.6%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	146	132	124
Percent of Income for Mortgage	15.7%	17.4%	18.4%
Wealth Index	109	96	103
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,555	9,668	21,274
Housing Units Inside Urbanized Area	97.6%	99.2%	99.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	2.4%	0.8%	0.7%
2010 Population By Urban/ Rural Status			
Total Population	3,897	23,660	51,457
Population Inside Urbanized Area	97.3%	99.2%	99.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	2.7%	0.9%	0.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Down the Road (10D)	Bright Young Professionals (8C)	Bright Young Professionals (8C)
2.	Bright Young Professionals (8C)	Middleburg (4C)	In Style (5B)
3.	Middleburg (4C)	Down the Road (10D)	Down the Road (10D)
2023 Consumer Spending			
Apparel & Services: Total \$	\$7,713,511	\$26,932,334	\$56,282,296
Average Spent	\$2,668.11	\$2,373.73	\$2,429.10
Spending Potential Index	121	108	110
Education: Total \$	\$5,603,643	\$20,354,331	\$43,411,208
Average Spent	\$1,938.31	\$1,793.97	\$1,873.60
Spending Potential Index	108	100	104
Entertainment/Recreation: Total \$	\$13,092,379	\$45,098,065	\$94,102,509
Average Spent	\$4,528.67	\$3,974.80	\$4,061.39
Spending Potential Index	120	105	107
Food at Home: Total \$	\$23,821,579	\$82,161,238	\$170,678,756
Average Spent	\$8,239.91	\$7,241.43	\$7,366.37
Spending Potential Index	121	106	108
Food Away from Home: Total \$	\$13,350,253	\$46,228,806	\$96,676,232
Average Spent	\$4,617.87	\$4,074.46	\$4,172.47
Spending Potential Index	124	109	112
Health Care: Total \$	\$25,883,687	\$88,471,697	\$183,913,866
Average Spent	\$8,953.20	\$7,797.61	\$7,937.59
Spending Potential Index	122	106	108
HH Furnishings & Equipment: Total \$	\$10,416,893	\$35,916,695	\$74,842,466
Average Spent	\$3,603.21	\$3,165.58	\$3,230.15
Spending Potential Index	122	107	109
Personal Care Products & Services: Total \$	\$3,396,214	\$11,826,106	\$24,646,697
Average Spent	\$1,174.75	\$1,042.32	\$1,063.73
Spending Potential Index	123	109	111
Shelter: Total \$	\$85,106,728	\$300,069,817	\$626,335,503
Average Spent	\$29,438.51	\$26,447.19	\$27,032.18
Spending Potential Index	119	107	109
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,042,749	\$37,783,115	\$78,864,324
Average Spent	\$3,819.70	\$3,330.08	\$3,403.73
Spending Potential Index	122	106	109
Travel: Total \$	\$7,785,337	\$27,123,283	\$56,733,964
Average Spent	\$2,692.96	\$2,390.56	\$2,448.60
Spending Potential Index	120	106	109
Vehicle Maintenance & Repairs: Total \$	\$4,773,992	\$16,307,170	\$33,892,797
Average Spent	\$1,651.33	\$1,437.26	\$1,462.79
Spending Potential Index	126	110	112

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.